What is claimed is:

1. A paper roll support device for a rotary press, for supporting a paper roll as well as being capable of rotation and rotation braking together with a paper roll, set so that in the event of a normal stop at the time of normal operation, rotation of the paper roll is stopped after a predetermined rotation braking time has elapsed, while in the event of an emergency stop in an emergency, rotation of the paper roll is stopped using a rotation braking time that is shorter than the rotation braking time predetermined at the time of normal operation, comprising:

a pair of support means capable of supporting both sides of an inner tube of the paper roll; and

pressure change assigning means, capable of reciprocating in the direction of another opposing support means, and providing pressure to at least one support means to cause movement in a direction reducing a distance between a pair of support means, as well as being capable of selectively changing over and assigning pressure for carrying out movement in a direction so as to reduce a distance between a pair of support means between at least two magnitudes, wherein in the event of a sudden stop of a rotary press, it is possible to increase contact force between the support means and the inner tube of the paper roll by increasing pressure to cause movement in a direction to reduce a distance between a pair of support means.

2. A paper roll support device for a rotary press, for supporting a paper roll as well as being capable of rotation and rotation braking together with a paper roll, set so that in the event of normal stop at the time of normal operation, rotation of the paper roll is stopped after a predetermined rotation braking time has elapsed, while in the event of emergency stop in an emergency, rotation of the paper roll is stopped using a rotation braking time that is shorter than the rotation braking time predetermined at the time of normal operation, comprising:

a pair of support means having a pair of support members capable of supporting both sides of an inner tube of the paper roll;

movement positioning means for carrying out positioning by moving at least one support member in the direction of the other opposed support member;

braking means capable of braking rotation of the support members; and pressing means, capable of reciprocating in the direction of another opposing support member, and providing pressure to at least one support member to cause movement in a direction reducing a distance between a pair of support members, as well as being capable of selectively changing and assigning pressure for carrying out movement in a direction so as to reduce a distance between a pair of support members between at least two magnitudes, wherein,

at least one support member has contact members provided capable of respectively reciprocating in a plurality of dovetail-shaped grooves, and is a support member for changing contact pressure between outer surfaces of contact members and the inner surface of the inner tube of the paper roll using movement of the respective contact members to cause change in pressure applied to the support member, wherein

in the event of emergency stop of a rotary press, it is possible to increase contact pressure between the support means and the inner tube by allowing the support means to increase pressure causing movement in a direction decreasing a distance between a pair of support means.

3. The paper roll support device as disclosed in claim 1 or claim 2, wherein the pressure change assigning means has fluid pressure setting means capable of changing at least a small pressure setting among two magnitudes of pressure assigned to at least one support means.